BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Qualifications in Sport
Unit number and title	**Unit 22: Liverpool Football Club as a Business**
Learning aim	B: Explore the ethos and values of Liverpool Football Club and the organisation of this elite football club
Assignment title	What makes Liverpool Football Club successful?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Liverpool Football Club (LFC) has a successful business model which many football clubs now aspire to. Your tutor asks you to investigate what makes LFC a successful business and use your results to write an independent report for a local business magazine.

Task 1	Your tutor asks you to write a report for a business magazine on what makes LFC a successful business. This report must use business terminology accurately and be clearly expressed so it can be understood by its readers. **Research** Firstly, investigate the ethos and values of LFC, its club charter, and their impact on the operation of the business. This must include: • the vision and values of LFC • the LFC approach to equality, diversity and inclusion • how LFC fulfils its social responsibilities Next, research the organisational structure and functional areas of LFC, and how these work together as one team. **A report** Using your research, write a report for a business magazine entitled 'What makes Liverpool Football Club successful?' Start your report by giving a detailed breakdown of how the ethos and values of LFC are communicated and applied by the business, and how they impact on business operations. Consider both the benefits and drawbacks. Support this analysis with current examples. Next, describe the hierarchical structure of LFC, and the purposes and activities of the different functional areas/departments within this structure.

	Give a detailed breakdown of how these functional areas collaborate, working together as one team, and the importance of this to the business. Support this analysis with relevant current examples from your research, illustrating the successes of working together as well as the consequences of not working together. Finally, weigh up the advantages and disadvantages of this collaboration. Come to a conclusion as to how important is to the success of LFC for the functional areas to work together with the same ethos and values. Provide clear support for your judgement.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
B.P4	Explain the ethos and values of LFC
B.P5	Describe the organisational structure of an elite football club
B.P6	Describe the role played by the different functional areas of an elite football club
B.M2	Analyse the impact of LFC's ethos and values on the operation of the business.
B.M3	Analyse the importance of collaboration between the different functional areas of an elite football club.
B.D2	Evaluate the importance to the success of an elite football club of functional areas working together as one team with the same ethos and values.
Checklist of evidence required	A report that reviews the ethos and values of LFC and evaluates the importance of functional areas working together as one team with the same ethos and values to business success.
Other assessment materials attached to this brief	